

Message Text

PAGE 01 STATE 013853
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 SIG-02 /020 R

DRAFTED BY COM:BIC:OIM:JSMORSE
APPROVED BY EB/OCA:CBERLIN
COM:BIC:OIM:RGARNITZ
EB/OCA/CBERLIN
EA/EP:DBOERIGTER

-----221205Z 010652 /22

R 211724Z JAN 77
FM SECSTATE WASHDC
TO ALL EAST ASIAN AND PACIFIC DIPLOMATIC POSTS
AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMCONSUL FUKUOKA
AMCONSUL MEDAN
AMCONSUL MELBOURNE
AMCONSUL OSAKA KOBE
AMCONSUL PERTH
AMCONSUL SURABAYA
AMCONSUL SYDNEY
XMT AMEMBASSY VIENTIANE

UNCLAS STATE 013853

E.O. 11652: N/A

TAGS: BEXP,OCON,SN

SUBJECT: EAST ASIA COMMERCIAL OFFICERS CONFERENCE

1. FOLLOWING IS DRAFT AGENDA FOR SUBJECT CONFERENCE AS IT
NOW STANDS AND IS NOT REPEAT NOT TO BE CONSIDERED FINAL.
THE APPROVED FINAL AGENDA WILL BE INCLUDED IN CONFERENCE
KIT WHICH PARTICIPANTS WILL RECEIVE UPON ARRIVAL. THOSE
AGENDA ITEMS SUGGESTED BY POSTS BUT NOT SELECTED AS
UNCLASSIFIED

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SEPARATE TOPICS WILL BE COVERED IN WORKSHOPS AND PANELS OR
CAN BE BROUGHT UP IN DISCUSSION PERIODS AS APPROPRIATE.

- DRAFT AGENDA

MONDAY, FEBRUARY 21, 1977

1830-2000 ICEBREAKER RECEPTION HOSTED BY THE AMBASSADOR

TUESDAY, FEBRUARY 22, 1977

CHAIRMAN-LEADER, COMMERCE DELEGATION

0830-0845 CHAIRMAN CALLS CONFERENCE TO ORDER; WASHINGTON
DELEGATES INTRODUCED; ADMINISTRATIVE ANNOUNCEMENTS

0845-0900 AMBASSADOR'S WELCOMING REMARKS
0900-0920 ADDRESS BY DEPUTY ASSISTANT SECRETARY FOR
INTERNATIONAL COMMERCE, U.S. DEPARTMENT OF COMMERCE

0920-0930 QUESTIONS AND ANSWERS

0930-0950 ADDRESS BY DEPUTY ASSISTANT SECRETARY FOR
ECONOMIC AND BUSINESS AFFAIRS, DEPARTMENT OF STATE

0950-1000 QUESTIONS AND ANSWERS

1000-1030 BREAK AND GROUP PHOTOGRAPH

1030-1115 THE OFFICE OF COMMERCIAL AFFAIRS: NEW
PERSPECTIVES - CALVIN BERLIN, DIRECTOR, OFFICE OF
COMMERCIAL AFFAIRS, DEPARTMENT OF STATE

1115-1130 QUESTIONS AND ANSWERS

1130-1215 INCREASED RESPONSIVENESS BY THE DEPARTMENTS OF
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STATE AND COMMERCE TO THE AMERICAN BUSINESS COMMUNITY FOR
MORE EFFECTIVE EXPORT PROMOTION SUPPORT AT HOME AND
ABROAD - RICHARD GARNITZ, DIRECTOR, OFFICE OF INTERNATIONAL
MARKETING, U.S. DEPARTMENT OF COMMERCE

1215-1230 QUESTIONS AND ANSWERS

1230-1415 LUNCH

1415-1445 NEW PROGRAM INITIATIVES, OFFICE OF
INTERNATIONAL MARKETING - RICHARD GARNITZ

1445-1515 QUESTIONS AND ANSWERS

1515-1630 WORKSHOPS ON OIM PROGRAMS
A. EVENT PROMOTION PROGRAMS - WORKSHOP LEADER: CHARLES
AHLGREN
B. INFORMATION PROGRAMS - WORKSHOP LEADER: JOHN HALL

1630-1730 REPORTS OF THE WORKSHOPS AND FULL GROUP
DISCUSSION

WEDNESDAY, FEBRUARY 23, 1977

CHAIRMAN-LEADER, STATE DEPARTMENT

0825-0830 CONFERENCE CALLED TO ORDER; ADMINISTRATIVE
ANNOUNCEMENTS

0830-0930 PANEL OF THE WHOLE NO. 1: CONDUCT AND

MANAGEMENT OF MARKET RESEARCH AT POSTS - DISCUSSION
LEADERS: NORMAN GLICK AND JAMES SAVERY; MODERATOR: RICHARD
GARNITZ

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0930-1045 PANEL OF THE WHOLE NO. 2 : ROLE OF THE CCP IN
POST RESOURCE MANAGEMENT - DISCUSSION LEADERS: RODERICK
GRANT AND FELIX BLOCH; MODERATORS: RICHARD GARNITZ,
RICHARD COHEN AND CALVIN BERLIN

1045-1100 BREAK

1100-1145 PANEL OF THE WHOLE NO. 3: ORGANIZATION AND
MANAGEMENT OF A POST ECONOMIC/COMMERCIAL SECTION -
DISCUSSION LEADERS: JOSEPH KYLE AND HENRY BARDACH;
MODERATOR: CALVIN BERLIN

1145-1245 PANEL OF THE WHOLE NO. 4: DEVELOPING TRADE
AND OTHER CONTACTS IN THE MARKETPLACE - DISCUSSION
LEADERS: SAMUEL LEE AND EDWARD BRYANT; MODERATORS:
RICHARD GARNITZ AND CALVIN BERLIN

1245-1430 LUNCH

1430-1545 PRESENTATION ON THE PROGRAMS OF THE OFFICE OF
EXPORT DEVELOPMENT AND BIC'S RELATIONSHIP WITH COMMERCE
DISTRICT OFFICES; J. ROBERT CUTTER, OFFICE OF FIELD
OPERATIONS, U.S. DEPARTMENT OF COMMERCE WILL BE PRESENT
TO ANSWER QUESTIONS CONCERNING THE DISTRICT OFFICES -
PRESENTER AND MODERATOR: RICHARD E. COHEN, DIRECTOR,
OVERSEAS BUSINESS OPPORTUNITIES DIVISION, OFFICE OF EXPORT
DEVELOPMENT, U.S. DEPARTMENT OF COMMERCE

1545-1600 BREAK

1600-1700 WORKSHOPS ON OED PROGRAMS
A. INFORMATION PROGRAMS (WTDR, FTI, ADS, WRITTEN TRADE
INQUIRIES, DISPUTES AND EXPORT/AGENT INFORMATION SYSTEM) -
WORKSHOP LEADER: JOHN WENTWORTH
B. SELLING U.S. PRODUCTS AND SERVICES (MAJOR PROJECTS/
PRODUCTS, TOPS, FOREIGN BUYERS) - WORKSHOP LEADER: ROBERT
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1700-1800 REPORTS OF THE WORKSHOPS AND FULL GROUP
DISCUSSION

THURSDAY, FEBRUARY 24, 1977

CHAIRMAN-LEADER, COMMERCE DELEGATION

0820-0830 CONFERENCE CALLED TO ORDER; ADMINISTRATIVE
ANNOUNCEMENTS

0830-0900 TRADE PROMOTION PLANS FOR EAST ASIA - RICHARD
GARNITZ AND RICHARD COHEN

0900-0915 QUESTIONS AND ANSWERS

0915-1045 PANEL DISCUSSION: EXPORT FINANCING -
REPRESENTATIVES FROM THE EXPORT-IMPORT BANK, FCIA, THE
ASIAN DEVELOPMENT BANK; A LOCAL BANKER WILL ALSO BE ASKED
TO PARTICIPATE

1045-1100 BREAK

1100-1230 APCAC/COMMERCIAL OFFICERS DIALOGUE
DISCUSSION WILL CENTER AROUND THE RISING ECONOMIC
NATIONALISM IN THE REGION, THE INCREASING RESTRICTIONS
WHICH ARE BEING PLACED ON U.S. COMPANIES DOING BUSINESS
IN THE REGION, THE INVESTMENT CLIMATE AND THE ROLE AND
CAPABILITIES OF EMBASSY E/C SECTIONS TO ASSIST U.S.
COMPANIES - MODERATOR: ANTHONY GEBER, DIRECTOR, OFFICE
OF ECONOMIC POLICY FOR EAST ASIA, U.S. DEPARTMENT OF STATE

1230-1430 NO HOST LUNCHEON WITH MEMBERS OF APCAC

1430-1500 PROSPECTS FOR THE MTN IN 1977 - FREDERICK
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L. MONTGOMERY, DIRECTOR, OFFICE OF INTERNATIONAL TRADE
POLICY, BUREAU OF INTERNATIONAL ECONOMIC POLICY AND
RESEARCH, U.S. DEPARTMENT OF COMMERCE

1500-1530 QUESTIONS AND ANSWERS

1530-1600 U.S. ECONOMIC POLICY TOWARDS EAST ASIA -
ANTHONY GEBER

1600-1630 QUESTIONS AND ANSWERS

1630-1645 BREAK

1645-1730 CAREER MANAGEMENT PANEL - DISCUSSION LEADER:
CALVIN BERLIN

1730-1800 DISCUSSION OF TOPICS AND IDEAS NOT PREVIOUSLY
COVERED - RICHARD GARNITZ AND CALVIN BERLIN

1800-1815 SUMMATION AND CLOSING REMARKS

2. AS SHOWN ABOVE, AGENDA INCLUDES WORKSHOP SESSIONS ON

OIM'S EVENT PROMOTION PROGRAMS AND INFORMATION PROGRAMS TO
TAKE PLACE AFTERNOON OF FIRST DAY. WORKSHOP LEADERS
DESIGNATED ABOVE ARE EXPECTED TO GUIDE DISCUSSIONS,
BRINGING THEM TO A CONSENSUS OF OPINION, AND PREPARE
REPORT FOR GENERAL PRESENTATION AND COMMENT AT THE FULL
GROUP DISCUSSION FOLLOWING WORKSHOP.

FOR AHLGREN - DISCUSSION IN EVENT PROMOTION PROGRAMS
WORKSHOP SHOULD COVER ALL PRESENT PROMOTIONAL VEHICLES
USED IN EAST ASIA ALONG WITH ANY RECOMMENDATIONS FOR NEW
APPROACHES AND/OR TECHNIQUES. ALSO INCLUDED SHOULD BE
THE FOLLOWING: (A) HOW OTHER POSTS MIGHT BETTER COOPERATE
WITH POSTS HOSTING PROMOTIONAL EVENTS IN ORDER TO
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MAXIMIZE EFFECTIVENESS; (B) IDEAS ON ACTIVITIES FOR SMALL
POSTS TO HELP THEM BETTER SUPPORT TRADE CENTERS; (C)
UTILIZATION AND SUPPORT OF SATELLITE TRADE CENTERS; (D)
EFFECTIVENESS OF THE REGIONAL CONCEPT FOR THE SINGAPORE
TRADE CENTER; AND (E) POST-INITIATED TRADE PROMOTION
ACTIVITIES.

FOR HALL - DISCUSSION IN INFORMATION PROGRAMS WORKSHOP
SHOULD INCLUDE ENTIRE RANGE OF INFORMATION ACTIVITIES
UNDERTAKEN BOTH BY POSTS AND BY WASHINGTON CMM UNITS IN
SUPPORT OF U.S. EXPORT EXPANSION. MARKET RESEARCH AND
CMM UNIT INFORMATION PROGRAMS SHOULD BE DISCUSSED
INCLUDING POSSIBLE WAYS TO IMPROVE BOTH INFORMATION
GATHERING AND DISSEMINATION TECHNIQUES.

3. ON SECOND DAY, AGENDA PRESENTLY INCLUDES FOUR
SEPARATE PANELS OF THE WHOLE. DISCUSSION LEADERS
DESIGNATED ABOVE SHOULD KEEP THEIR PRESENTATIONS TO
APPROXIMATELY 10-12 MINUTES TO ALLOW MAXIMUM TIME FOR
FULL GROUP DISCUSSION. PRESENTATIONS SHOULD INCLUDE BUT
NOT BE LIMITED TO THE FOLLOWING:

FOR GLICK AND SAVERY - (A) YOUR PERCEPTION OF HOW MARKET
RESEARCH IS PRESENTLY BEING CONDUCTED AND WHAT YOU FEEL
NEEDS TO BE DONE TO IMPROVE POSTS' MANAGEMENT OF RESEARCH;
(B) PARTICULAR TECHNIQUES AND/OR RESEARCH METHODS YOU
HAVE FOUND HELPFUL IN CONDUCTING DESK STUDIES OR IN
SUPERVISING MARKET RESEARCH CONTRACTORS; (C) WHAT MORE
NEEDS TO BE DONE? WHAT ADDITIONAL GUIDANCE IS NEEDED
FROM WASHINGTON WITH RESPECT TO THE CONDUCT OF MARKET

RESEARCH? WHAT TYPE OF TRAINING DO YOU FEEL IS NECESSARY TO BRING FOREIGN SERVICE COMMERCIAL OFFICERS TO A HIGHER SKILL LEVEL TO BETTER CONDUCT MARKET RESEARCH? FOR GRANT AND BLOCH - IN ADDITION TO PROGRESS REPORT ON THE CCP AT EAST ASIAN POSTS, THE FOLLOWING ADDITIONAL QUESTIONS SHOULD BE CONSIDERED: (A) WHAT ARE YOUR VIEWS OF THE GOALS OF THE CCP PROCESS AND HOW FAR HAVE WE COME IN ACHIEVING THESE GOALS? (B) WHAT PROBLEMS HAVE YOU

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ENCOUNTERED AND WHAT IMPROVEMENTS OR SUGGESTIONS DO YOU

RECOMMEND; (C) ARE THERE ANY CCP-RELATED PROCEDURES IMPOSED BY WASHINGTON WHICH INHIBIT ACHIEVEMENT OF PRIMARY GOAL OF RESOURCE MANAGEMENT? (D) HOW, IF AT ALL, HAS THE LACK OF A COMMERCIAL BUDGET WITH FUNDS SPECIFICALLY EARMARKED FOR E/C SECTIONS HAMPERED PROGRESS WITH THE CCP? (E) IS THE COMMERCIAL ACTION PROGRAM (CAP) APPROACH USEFUL FOR NON-CCP POSTS IN EAST ASIA? FOR KYLE AND BARDACH - DISCUSSION SUGGESTIONS HAVE BEEN SENT SEPTEL.

FOR LEE AND BRYANT - (A) DESCRIBE APPROACHES AND TECHNIQUES YOU HAVE FOUND USEFUL IN MAKING AND MAINTAINING KEY CONTACTS; (B) WHAT MORE CAN BE DONE TO DEVELOP NEW VIABLE CONTACTS FOR THE VISITING AMERICAN BUSINESSMAN? (C) HOW CAN COMMERCIAL OFFICERS TAKE MORE AND BETTER ADVANTAGE OF TRADE PROMOTION EVENTS IN DEVELOPING ADDITIONAL VIABLE CONTACTS? (D) WOULD AN ORGANIZED PROGRAM OF CALLS DESIGNED SPECIFICALLY TO BROADEN THE PRESENT LIST OF CONTACTS BE A USEFUL APPROACH? (E) IS THE GERMAN "SPRECHTAG" PROGRAM A WORKABLE ONE FOR EAST ASIAN POSTS?

4. ON AFTERNOON OF SECOND DAY, AGENDA INCLUDES TWO WORKSHOPS ON THE PROGRAMS OF THE OFFICE OF EXPORT DEVELOPMENT. BRIEFING BOOKLET FOR THESE SESSIONS HAS BEEN FORWARDED TO ALL ATTENDEES SUBJECT CONFERENCE. EXTRA COPIES WILL BE AVAILABLE FIRST DAY OF CONFERENCE. WORKSHOP LEADERS, WENTWORTH AND STERN, WILL RECEIVE SPECIFIC INSTRUCTIONS ON THE PART THEY ARE EXPECTED TO PLAY IN SEPTEL.

5. ALL PANELISTS AND WORKSHOP LEADERS REQUESTED CONFIRM TO STATE AND COMMERCE BY FEBRUARY 4, 1977 THEIR WILLINGNESS TO SPEAK ON OR CHAIR FOREGOING TOPICS.

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SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONTACT USDOC/BIC/OIM JERRY MORSE OR STATE/EB/OCA ED SACCHET.

6. SEPTELS WITH FISCAL DATA WILL FOLLOW AT A LATER DATE. THOSE POSTS THAT HAVE NOT NOTIFIED SINGAPORE THEIR ETA'S AND ETD'S (BOTH DATES AND FLIGHT NUMBERS) SHOULD DO SO ASAP.
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APPROVED BY: EB/OCA/CD:EMSACCHET
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R 242244Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY MANILA

UNCLAS STATE 013853

MANILA PLEASE PASS USADB

FOLLOWING REPEAT STATE 013853 ACTION ALEAP AUCKLAND BRISBANE
FUKUOKA MEDAN MELBOURNE OSAKA KOBE PERTH SURABAYA SYDNEY
21 JAN 1977.

QUOTE UNCLAS STATE 013853

E.O. 11652: N/A

TAGS: BEXP,OCON,SN

SUBJECT: EAST ASIA COMMERCIAL OFFICERS CONFERENCE

1. FOLLOWING IS DRAFT AGENDA FOR SUBJECT CONFERENCE AS IT NOW STANDS AND IS NOT REPEAT NOT TO BE CONSIDERED FINAL. THE APPROVED FINAL AGENDA WILL BE INCLUDED IN CONFERENCE KIT WHICH PARTICIPANTS WILL RECEIVE UPON ARRIVAL. THOSE AGENDA ITEMS SUGGESTED BY POSTS BUT NOT SELECTED AS SEPARATE TOPICS WILL BE COVERED IN WORKSHOPS AND PANELS OR CAN BE BROUGHT UP IN DISCUSSION PERIODS AS APPROPRIATE.

- DRAFT AGENDA
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ABROAD - RICHARD GARNITZ, DIRECTOR, OFFICE OF INTERNATIONAL
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SPECIFICALLY EARMARKED FOR E/C SECTIONS HAMPERED PROGRESS WITH THE CCP? (E) IS THE COMMERCIAL ACTION PROGRAM (CAP) APPROACH USEFUL FOR NON-CCP POSTS IN EAST ASIA? FOR KYLE AND BARDACH - DISCUSSION SUGGESTIONS HAVE BEEN SENT SEPTEL. FOR LEE AND BRYANT - (A) DESCRIBE APPROACHES AND TECHNIQUES YOU HAVE FOUND USEFUL IN MAKING AND MAINTAINING KEY CONTACTS; (B) WHAT MORE CAN BE DONE TO DEVELOP NEW VIABLE CONTACTS FOR THE VISITING AMERICAN BUSINESSMAN? (C) HOW CAN COMMERCIAL OFFICERS TAKE MORE AND BETTER ADVANTAGE OF TRADE PROMOTION EVENTS IN DEVELOPING ADDITIONAL VIABLE CONTACTS? (D) WOULD AN ORGANIZED PROGRAM OF CALLS DESIGNED SPECIFICALLY TO BROADEN THE PRESENT LIST OF CONTACTS BE A USEFUL APPROACH? (E) IS THE GERMAN "SPRECHTAG" PROGRAM A WORKABLE ONE FOR EAST ASIAN POSTS?

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Message Attributes

Automatic Decaptioning: X
Capture Date: 22-Sep-1999 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 21-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE013853
Document Source: ADS
Document Unique ID: 00
Drafter: COM:BIC:OIM:JSMORSE
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Expiration:
Film Number: D770024-0535
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770193/baaevcn.tel
Line Count: 655
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Message ID: 759784de-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 12
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3681697
Secure: OPEN
Status: NATIVE
Subject: EAST ASIA COMMERCIAL OFFICERS CONFERENCE
TAGS: BEXP, OCON, SN
To: ALL EAST ASIAN AND PACIFIC DIPLOMATIC POSTS AUCKLAND MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/759784de-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
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EO Systematic Review
22 May 2009
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